Stage set for the Democrats □ Justice goes after Premiere □ CTAM wows 'em in San Francisco

Broadcasting Aug 11

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

8/11/80 C 1750-1 U -

Minneapolis/St. Paul's five favorite TV programs are KSTP-TV's Eyewitness News!*

ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul
Survey: April 30–May 27, 1980

Rank	Program	Metro Rating
1	Eyewitness News (Mon. 10 PM)	27
	Eyewitness News (Wed. 10 PM)	27
	Eyewitness News (Thurs. 10 PM)	25
3	Eyewitness News (Sun. 10 PM)	24
4	Eyewitness News (Tues. 10 PM)	24
	60 Minutes	24

*KSTP-TV's 10 PM Eyewitness News occupies seven of the top eleven positions in the market, seven nights a week.

abc 5

KSTP-TV
Minneapolis, St. Paul

#1 EYEWITNESS NEWS

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The Week in Brief

TOP OF THE WEEK

DEMOCRATS' TURN ☐ Broadcasters have moved massive amounts of manpower and equipment to Madison Square Garden for the main bout at the political convention already marked by preliminary party in-fighting. **PAGE 19.**

ROAD BLOCK FOR PREMIERE ☐ Justice files that expected antitrust suit against the pay cable venture of Getty Oil and its partners. An injunction to stop the start of the service is sought. **PAGE 20.**

MORE COURTHOUSE ENCOUNTERS ☐ Latest incidents involve an outraged district attorney in Atlanta, a contempt fine for refusal to release a videotape in Columbus, Ohio, and another episode in the Boise, Idaho, dust-up. **PAGE 24.**

NEW SEASON WORRIES ☐ With no immediate resolution of the performers' strike in sight, contingency planning becomes a growing concern for networks, advertisers and agencies. **PAGE 25.**

TEMPEST OVER TELETEXT ☐ How far apart the engineers were on agreement over system choice is disclosed after vote of 23-person committee leaks from EIA. Consensus may come easier at the FCC. **PAGE 26.**

SPECIAL REPORT

THE GREENBACKING OF CABLE ☐ Madison Avenue moves closer to cable at CTAM sessions in San Francisco. With the formation of the Cable Television Advertising Bureau, top agency executives spell out their needs. **PAGE 28.** Warner's Schneider says cable advertising should follow the examples of radio and magazines. **PAGE 30.** Former NCTA President Schmidt accuses many cable operators of not exercising leadership. **PAGE 30.** Current NCTA President Wheeler warns CTAM delegates against complacency. **PAGE 32.** A CTAM management session analyzes the growing problem of recruiting cable manpower. **PAGE 32.** There is tiering in the eyes at CTAM's finale. **PAGE 34.**

LAW & REGULATION

AFTER THE SHOCKS ☐ The NAB executive committee assesses its next moves following broadcasting's setback at the hands of the Copyright Royalty Tribunal and the FCC's decision to lift cable restrictions. NAB's radio task force also gets busy. **PAGE 38.**

NEWSROOM SEARCH RELIEF ☐ The Senate approves legislation that would limit *Stanford Daily*-type invasions. The House has an even stronger version in the works. **PAGE 40.**

FCC MONEY MATTERS ☐ Nearly $2 million is being spent by the commission for outside consultants and contractors in the current year. **PAGE 40.** Goldwater gets a breakdown of FCC travel expenses. **PAGE 44.** Commissioner Lee questions items in the increased budget that's being sought. **PAGE 44.**

BUSINESS

AHEAD OF THE GAME ☐ Despite the softening economy, stocks of publicly owned broadcasters held up reasonably well in the second quarter. **PAGE 45.**

JOURNALISM

BRINKLEY WAVED IN ☐ NBC-TV calls on its veteran anchorman to add more hard-news emphasis to the network's reconstituted prime-time magazine series next fall. **PAGE 47.**

PROGRAMING

'TODAY' RESTRUCTURED ☐ The long-running NBC morning show undergoes changes in an endeavor to recapture the top spot in the a.m. ratings. **PAGE 48.**

TECHNOLOGY

FCC TRIMS EXPECTATIONS ☐ Under the current plan for reduced channel spacing, the commission envisions the addition of only 300 AM outlets and not many of them in major markets. **PAGE 51.**

STAND PAT ☐ U.S. leaders to WARC tell a Hill subcommittee that policy operations in the international area functioned well last fall in Geneva.. **PAGE 52.**

MEDIA

CANADIAN CABLE GIANT ☐ The dominion approves Canadian Cablesystems Inc.'s 85% purchase of Premiere Cablevision Inc., clearing the way for the creation of the world's largest MSO. The price is $88 million. **PAGE 53.**

PROFILE

GROUP W THERAPY ☐ Ed Vane is happy about the challenges he has met in the past year as president and chief executive officer of Group W Productions But these successes have only served to stimulate his desire to get the company involved in more areas of TV programing. **PAGE 81.**

Bottom Line	46	Datebook	10	In Sync	52	Open Mike	15
Business Briefly	8	Editorials	82	Monday Memo	16	Playback	50
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Closed Circuit	7	For the Record	56	News Beat	47	Washington Watch	40

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Affiliated Publication	6 mo. 6/29	$98,076,000	+11.9	$4,502,000	-0.4	.87	$87,624,000	$4,519,000	.88
BBDO International	6 mo. 6/30	75,800,000	+15.5	5,507,000	+15.9	2.19	65,600,000	4,751,000	1.89
John Blair & Co.	6 mo. 6/30	107,084,000	+20.9	5,320,000	- 4.6	1.43	88,541,000	5,578,000	1.50
Charter Co.	6 mo. 6/30	2,255,149,000	+40.2	50,370,000	-42.2	1.72	1,607,886,000	87,146,000	4.00
Cohu	6 mo. 6/30	12,377,149	+16.3	531,794	+11.9	.32	10,644,452	475,035	.28
Conrac	6 mo. 6/30	75,194,000	+15.3	2,436,000	+104.5	.40	65,207,000	-2,332,000	.40
Cowles Communications	6 mo. 6/30	8,302,000	+10.2	2,901,000	+12.4	.73	7,536,000	2,581,000	.65
Eastman Kodak	24 wk. 6/15	4,267,741,000	+23.9	488,403,000	+16.2	3.03	3,445,460,000	420,231,000	2.60
Gross Telecasting	6 mo. 6/30	5,598,981	+14.5	1,430,461	+19.9	1.79	4,889,457	1,192,801	1.49
Heritage Communications	6 mo. 6/30	11,715,613	+80.5	1,013,788	+172.9	.32	6,491,544	371,519	.15
Interpublic	6 mo. 6/30	202,749,000	+18.4	10,373,000	+4.1	2.32	171,174,000	9,962,000	2.27
Kansas State Network	9 mo. 5/31	10,071,000	+6.7	5,894,000	+238.2	3.12	9,442,000	1,743,000	.96
Knight-Ridder	6 mo. 6/30	532,475,000	+13.4	43,301,000	+1.9	1.33	469,732,000	42,514,000	1.29
Liberty Corp.	6 mo. 6/30	144,478,000	+ 9.6	14,959,000	-8.8	1.16	131,843,000	16,407,000	1.25
LIN Broadcasting	6 mo. 6/30	30,209,000	+11.6	6,928,000	+12.8	2.51	27,065,000	6,141,000	2.23
Post Corp.	6 mo. 6/30	37,649,000	+15.1	1,174,000	-39.1	.64	32,698,000	1,927,000	1.06
RCA	6 mo. 6/30	3,932,900,000	+8.1	155,800,000	+5.5	1.69	3,638,000,000	147,700,000	1.94
Schering-Plough	6 mo. 6/30	809,103,000	+17.4	137,157,000	+13.3	2.55	689,075,000	121,033,000	2.25
Scientific-Atlanta	Year 6/30	191,997,000	+47.9	12,721,000	+67.6	1.31	129,757,000	7,590,000	.89
Scripps-Howard Broadcasting	6 mo. 6/30	36,634,000	+9.1	7,904,000	+ 6.0	3.06	33,575,000	7,454,000	2.89
Storer Broadcasting	6 mo. 6/30	90,134,000	+10.8	12,963,000	+22.6	1.12	81,372,000	10,596,000	1.03
Taft Broadcasting	3 mo. 6/30	55,900,000	+7.5	6,323,000	-10.0	.65	51,988,000	7,023,000	.83
Technical Operations	9 mo. 6/28	22,454,000	+30.7	1,072,000	-15.8	.85	17,182,000	1,272,000	.91
Transamerica	6 mo. 6/30	2,180,075,000	+15.2	123,089,000	+ 3.0	1.81	1,891,966,000	119,486,000	1.78
20th Century-Fox	6 mo. 6/28	402,457,000	+31.2	38,033,000	+41.6	3.45	306,698,000	26,864,000	2.43
Washington Post Co.	26 wk. 6/29	321,702,000	+13.8	16,429,000	+91.1	1.17	282,570,000	8,598,000	.54

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Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	383	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	74	491
TV Translators						
UHF	2,538	0	0	2,538	90	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses

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The Week in Brief

TOP OF THE WEEK

SCRATCHING IN THE GARDEN ☐ Broadcasters are hard put to keep up a lively flow of news during the Democratic national convention. There are high points, but not sufficient to put to rest doubts about the extensive efforts required. **PAGE 24.** On the ratings side, the donkey tied with the elephant as ho-hum television fare. **PAGE 25.** But for many broadcasters, the increased use of satellite technology from Madison Square Garden made the convention a winner. **PAGE 25.**

DEBATE GUIDELINES ☐ The League of Women Voters issues criteria for participation in the presidential confrontations, and the TV sessions may be three-person affairs. **PAGE 29.**

RKO SPIN-OFF ☐ Jencks is picked to head a new company that would take over the 13 licenses under a proposal that may be gaining favor at the FCC. **PAGE 30.**

WTAR-TV GOES FOR $40 MILLION ☐ Knight-Ridder is the new buyer for the Norfolk, Va., facility that was almost sold to Scripps-Howard earlier this year. **PAGE 30.**

SPECIAL REPORT

THE 10 PERCENTERS ☐ The agent just may be television's ultimate middleman with methods of operation and financial legerdemain that could make a fictional script. Here's a close-up of some of the practitioners and how they view their world. **PAGE 32.**

BUSINESS

NO JITTERS ☐ JWT's Tomio says that recession shadows haven't frightened advertisers into budget cuts. He does cite soft areas of the networks and says that sports sales will suffer from oversaturation. **PAGE 42.**

WHERE IT REALLY HURTS ☐ Analysts assess the financial implications of the SAG-AFTRA strike. Network affiliates are likely to suffer from adjacency losses. **PAGE 44.**

BAR SELLING ☐ The ABA reports more lawyers are advertising on radio and television and notes increasing creativity in the messages. **PAGE 48.**

LAW & REGULATION

SIGNAL SNATCHING ☐ The California decision to allow sale of STV decoders renews the call for congressional help against unauthorized pick-ups. **PAGE 51.**

REPEAL APPEALS ☐ The NAB asks the FCC for a rulemaking to wipe out, or at least modify, regulations dealing with personal attacks and political editorializing. **PAGE 52.**

JOURNALISM

CAMERAS IN COURTS DEFENDED ☐ The RTNDA and 14 media organizations file a friend-of-the-court brief with the Supreme Court. It backs Florida's contention that newsgathering gear does not interfere with a fair trial. **PAGE 54.**

TECHNOLOGY

ENERGY SAVINGS ☐ PBS explains why it is high on a plan that it says would halve UHF power costs without reducing coverage. **PAGE 56.**

INTERIM DBS POLICY ☐ An NTIA official suggests that the FCC allow temporary operation before hemispheric allocations are implemented in 1983. **PAGE 56.**

SMALLER VIDEO RECORDING ☐ A new VCR by Technicolor and Funai uses quarter-inch tape. **PAGE 58.**

PROGRAMING

MARCHING INTO NEW ORLEANS ☐ The NAB reports a record 1,200 have signed for its third annual radio programing conference. The 52 exhibitors also represent a new high. **PAGE 60.**

TOUGH TALK ☐ AFTRA makes it clear at its annual convention that it intends to negotiate more sharply with TV networks in the future. **PAGE 60.**

PROFILE

KEEPING THE CONNECTION ☐ HBO's Nick Nicholas has some ideas that seem unorthodox to people in conventional television. But, as chairman and chief executive officer of pay cable's largest service, he recognizes sheer numbers of viewers are not as important as satisfied customers. **PAGE 89.**

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